

Program C: Welcome Centers

Unless otherwise indicated, all objectives are to be accomplished during or by the end of FY 2003-2004. Objectives may be key or supporting level. The level of the objective appears after the objective number and before the objective text.

Performance indicators are made up of two parts: name and value. The indicator name describes what is being measured. The indicator value is the numeric value or level achieved within a given measurement period. For budgeting purposes, performance indicators are shown for the prior fiscal year, the current fiscal year, and alternative funding scenarios (continuation budget level and Executive Budget recommendation level) for the ensuing fiscal year of the budget document. Performance indicators may be key, supporting, or general performance information level. Key level is indicated by a "K" in the "Level" column of the standard performance indicator table. Supporting level is indicated by an "S" in the "Level" column of the standard performance indicator table. General Performance Information indicators appear in tables labeled as General Performance Information.

DEPARTMENT ID: Culture, Recreation and Tourism
 AGENCY ID: 06-267 Office of Tourism
 PROGRAM ID: Program C: Welcome Centers

1. (KEY) To maintain the number of visitors to Louisiana Welcome Centers at no less than 1,800,000, to have the opportunity to provide them information about Louisiana attractions, and to encourage them to extend their stay more than 2 nights.

Strategic Link: *Increase the number of visitors to Louisiana's welcome centers by 10% from 2002 to 2007.*

Louisiana: *Vision 2020* Link: Not Applicable

Children's Cabinet Link: Not Applicable

Other Link(s): Not Applicable

Explanatory Note:

LaPAS PI CODE	L E V E L	PERFORMANCE INDICATOR NAME	PERFORMANCE INDICATOR VALUES					
			YEAREND PERFORMANCE STANDARD FY 2001-2002	ACTUAL YEAREND PERFORMANCE FY 2001-2002	PERFORMANCE STANDARD AS INITIALLY APPROPRIATED FY 2002-2003	EXISTING PERFORMANCE STANDARD FY 2002-2003	PERFORMANCE AT CONTINUATION BUDGET LEVEL FY 2003-2004	PERFORMANCE AT EXECUTIVE BUDGET LEVEL FY 2003-2004
1328	K	Number of visitors to welcome centers ¹	1,550,000	1,647,369	1,519,000	1,519,000	1,800,000	1,800,000
1511	K	Average Length of stay (in days) ²	Not Applicable	2.0	3.3	3.3	2.0	2.0
1329	S	Cost per visitor	\$1.24	\$1.05	\$1.20	\$1.20	\$1.13	\$1.13

¹ The opening of a new welcome center on Interstate 49 near Alexandria, a new center on Interstate 10 in the Atchafalaya Basin, and the completion of all renovations to the Kentwood and Pearl River Centers during FY 03 will finally reverse the trend of decreasing visitors to the welcome centers that started four years ago. Other influences that have caused flat or even decreased numbers in the past are the growing use of the Internet for information and constantly improved response packets that might provide all the visitor information a traveler needs and therefore reduced reliance on the visitor centers. Likewise, national events such as September 11, 2001 terrorist attack may also have an unpredictable effect on travel in general which could adversely effect the number of visitors to the welcome centers.

² The average length of stay has now been incorporated into the registration sheet that a visitor is requested to sign when he/she enters the center. This provides more timely and accurate information. A post-visit survey is also currently conducted to monitor length of stay in Louisiana. Both sources recorded a significant decline in length of visit following the September 11, 2001 terrorist attacks. This trend was also discovered in numerous other nationwide studies which indicated that visitors were taking shorter duration and closer to home trips.

NOTE: As a direct result of the September 11, 2001 terrorist attacks, more people are driving rather than flying and the trend is to stay closer to home and stay a shorter length of time. Due to this trend, the objective is change from to maintain the average length of star from 3 night to 2 nights.